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2714 MEDIA CENTER DRIVE
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April 12, 2017

To: 25 Pre-Qualified On-Call Contract Consultants of LA Sanitation

LA SANITATION ON-CALL CONSULTANT SERVICES CONTRACT ISSUANCE OF TOS SN-83 – IWMD LA INDUSTRY OUTREACH EVENTS

LA Sanitation (LASAN) is soliciting responses from 25 Prime Consultants on the On-Call List. Attached are details of the Task Order Solicitation (TOS) required services. A pre-proposal meeting for this TOS will be held on:

Date and Time: Thursday, April 20, 2017, from 10:00 A.M. to 11:00 A.M.
Location: 2714 Media Center Drive, Los Angeles, CA 90065
2nd Floor, MTC Board Room

All questions regarding this TOS must be submitted in writing via e-mail to Ms. Jennifer Kong, before or at the meeting. If you would like to attend this meeting, please e-mail Ms. Jennifer Kong the names of your representatives and the company's name by Wednesday, April 19, 2017, before 3:00 P.M. (Please note that inviting your subcontractors to the meeting is optional.)

The deadline for proposal submittal is Thursday, May 11, 2017, before 2:00 P.M. If your firm is interested in this TOS, please submit proposal via e-mail on the indicated due date to the following LASAN staff:

- Jennifer Kong, jennifer.kong@lacity.org
- Thu-Van Ho, thu-van.ho@lacity.org

Thank you for your interest and we look forward to receiving your response to this TOS.

Sincerely,

Ali Poosti, Division Manager
Wastewater Engineering Services Division
LA Sanitation

\\82MTCFS1\WESD\Div Files\On-Call Contracts\New Oncall 2014-19\TOS SN-83_IWMD LA Industry Outreach Event

zero waste • one water

AN EQUAL EMPLOYMENT OPPORTUNITY - AFFIRMATIVE ACTION EMPLOYER

Recyclable and made from recycled waste



AP:tvh

c: Ali Poosti, WESD
Abdul Danishwar, WESD
Scott Hare, WESD
Thu-Van Ho, WESD
Melody Reid, WESD
Michael Simpson, IWMD
Jennifer Kong, IWMD
Uriel Cobian, IWMD
Susana Vargas, IWMD

City of Los Angeles
Department of Public Works
Bureau of Sanitation (LASAN)

On-call Consultant Services Contract

Task Order Solicitation (TOS) SN-83 for *IWMD LA Industry Outreach Events*

April 2017

1. Introduction

LA Industry is a collaborative network of Los Angeles based businesses, manufacturers, professors and resource agencies spearheaded by Industrial Waste Management Division (IWMD). IWMD works in partnership with LA businesses towards developing and nurturing a circular economy, stewarding environmental responsibility, economic sustainability, and workforce development from local qualified Angelenos. The aim for LA Industry is to sustain and grow industries and businesses in the City of Los Angeles. Circular economy is about moving from a system of waste to endless resourcefulness; it is regenerative and sustainable, which allows viable business opportunity to successfully tackle environmental priorities, drive performance, innovation and competitiveness, and stimulate economic growth and development. Our resource agency partners include the Mayor's Office of Economic Development, Economic Workforce Development Department, Cal Recycle Market Development Zone, Los Angeles Department of Water and Power, Environmental Protection Agency, California Water Board, and University of California, Irvine and Loyola Marymount University. These agencies have committed resources available to support LA Businesses with financial incentives, low cost loan and grant programs, regulatory guidance, professional and workforce development, smart manufacturing advanced technology, innovative solutions, and business strategies. LA Industry will maintain momentum by hosting annual "all industry" outreach events, along with three industry specific events throughout the year.

2. Scope of Services

LASAN is soliciting a qualified consultant firm to provide professional assistance in the planning and implementation of the outreach events. This work shall include, but is not limited to: procuring venues, employ graphic designer, food and promotional items, marketing, planning, implementing, reporting and analyzing.

The following provides more details regarding the services from the qualified consultant:

Task 1: Conference event planning for five (5) events throughout the year. Preplanning meetings and research with IWMD staff to promote the event to businesses from different sectors. Each of the five events will target specific needs of different business sectors. Research shall be conducted for each of these business sectors to better cater the events to the attendees.

Deliverables:

- Regularly scheduled meetings throughout the planning phase
- Flyers and graphics to promote the events
- Facilitation of discussions and panels during the actual events
- Small leadership meeting with continental breakfast

Task 2: Procurement of venues, food, and other items required for the implementation of the five events. The consultant firm will procure an appropriately sized venue for each of the five events. Four of the events will require an occupant capacity of about 50 attendees while the fifth will require a capacity of about 150. The consultant firm will also be required to provide catering for each of the five events for attendees, speakers, resource fair representatives and IWMD staff. Additionally the consultant firm will have to procure promotional giveaway items for the attendees at each event.

Deliverables:

- 1 venue within the City of Los Angeles to accommodate 150 people with contingency for more
- 4 venues within the City of Los Angeles, each accommodating 50 people with contingency for more
- Catering for a total of 350 people
- 350 sets of promotional giveaway items for attendees

Task 3: Maintain and build upon collaborative partnerships with businesses that decide to be a part of the LA Industry initiative. The consultant firm must keep track of the relationships established at these events between companies and resource fair representatives. The consultant firm must submit a closeout report that discusses the successes and failures at each of the five events and include performance matrices for benchmarking in each report. Also, the consultant firm must identify end market materials as well as economic opportunity afforded by these potential markets using economic indicators such as jobs, wages or tax revenue and provide an estimate of the volume of materials that can be use; to demystify potential LA Industry recycling end markets through collaboration of circular economy projects.

Deliverables:

- 4 closeout reports
- Follow-up surveys and communication with event participants
- Develop information resource guide for recycling end market
- Develop a long term implementation strategy for end market material in developing LA Industry's circular economy, at a minimum strategies should be developed for three discarded waste items. For example IWMD's collaboration with microbreweries on spent yeast.

Task 4: Produce publications, in conjunction with IWMD staff and designated graphic designer, to assist companies with their business needs and day to day activities. One publication shall include the names and contact information of resource agency partners along with incentives information. Industry-specific green chemistry checklists shall also be created for IWMD to help businesses assess their opportunities to implement Green Chemistry solution for more profitable operations.

Deliverables:

- 1 business resource publication and electronic mobile application
- 4 industry-specific Green Chemistry checklists and 1 generic list for any Industry
- Quarterly Newsletter

Task 5: Track and provide assistance to businesses with information and referral services to startup/grow and operate in the City of Los Angeles. The consultant firm must assist three businesses wishing to start, expand or relocate to the City of Los Angeles.

Deliverables:

- Develop a report on case studies in assisting businesses in Los Angeles and provide factual information through the use of building permits or financial information businesses were assisted through LA Industry.

3. Term of Engagement

The term of engagement is twelve (12) months from the issuance date of NTP. It is estimated that the cost ceiling for this TOS is approximately \$90,000.

4. Solicitation Schedule (Tentative)

- Issue Task Order SolicitationDate of Cover Letter.
- Receive Solicitation Responses.....As indicated in Cover Letter.
- Conduct Interviews if necessary.....5 weeks after issuance of TOS.
- Select and Negotiate.....7 weeks after issuance of TOS.
- Issue Task Work Order.....9 weeks after issuance of TOS.

5. Solicitation Response Requirements

Solicitation Responses shall not exceed twenty (20) pages, exclusive of cover, dividers and resumes. Solicitation Responses shall be submitted to the following Bureau's staff via e-mail, no later than 2:00 pm of proposal due date indicated in cover letter:

- Jennifer Kong, jennifer.kong@lacity.org
- Thu-Van Ho, thu-van.ho@lacity.org

Solicitation Responses shall include:

- Resume demonstrating that the candidate is capable of meeting the requirements of the Scope of Work. Resume shall include work experience history with dates, and references from past employers, owners, and/or organizations.
- Provide a proposed individual cost breakdown by tasks.
- Provide a breakdown of estimated time for completion of task.
- Proposed Billing Salary Rate Summary for the proposed candidate with all respective direct and indirect costs, markups, expenses, overhead rates and profit. (See Attachment A).
- MBE/WBE/SBE/EBE/DVBE/OBE subcontractors utilized and the percent utilization. (See Attachment A)

Note: Department of Public Works only recognizes:

- MBE/WBE certifications certified by City of LA – Bureau of Contract Administration (LABCA), LA County Metropolitan Transportation Authority (MTA), CalTrans, The Southern California Minority Supplier Development Council (SCMSDC), or Women's Business Enterprise National Council (WBENC)-WEST; and any member of California Unified Certification Program (CUCP); and
- SBE/EBE/DVBE certifications certified by LABCA or State of California – Department of General Services (CA-DGS)
- A firm can only be a MBE or WBE (not both)
- A firm with multiple certifications is acceptable (i.e. a MBE/SBE/EBE/DVBE firm will fulfill 4 of 6 required categories)
- Provide a copy of valid MBE/WBE/SBE/EBE/DVBE Certifications of MBE/WBE/SBE/EBE/DVBE subcontractors utilized.
- Statement pertaining to the candidate's availability.

6. Selection Criteria

The selection team will evaluate the proposals with the following criteria:

- Capability, and experience in providing the Scope of Services as demonstrated by the proposal.
- Expert knowledge and work experience associated with understanding of the issues, options, and approaches related to advertising, communications, public education and marketing.
- Knowledge and understanding of the Bureau's strategies and goals.
- Experience and proven track record with local stakeholders.
- Familiarity and understanding with benchmarking and performance matrices
- The value offered to the City considering cost in comparison to capabilities and experience of the candidates.
- Ability to effectively and rapidly meet on going needs for the related stakeholder activities.

7. Suggested MBE/WBE/SBE/EBE/DVBE/OBE Participation Levels

The City had set anticipated participation levels (APLs) for sub-consultants as follows: 18% MBE, 4% WBE, 25% SBE, 8% EBE, and 3% DVBE. The City encourages the Primes to utilize these subconsultants wherever feasible, especially MBE/WBE subconsultants.

Note: Sub-consultants that are not listed on Schedule A in your contract cannot be added and/or utilized without the performance of the outreach and approval of the LASAN.

8. Task Order Manager

The City's On-Call Contract Manager is: Ali Poosti, Division Manager, Wastewater Engineering Services Division, (323) 342-6228.

The Task Manager for this designated TOS is: Jennifer Kong, Environmental Engineer, Industrial Waste Management Division, (323) 342-6074.

9. Disclaimer

The City may or may not decide to award any or part of this task order based on its sole convenience and shall not be responsible for any solicitation response costs.

ATTACHMENT A

COST REIMBURSEMENT - BILLING SALARY RATE BASIS

Firm Name	Status	Last Name	First Name	Position	Raw Rate (\$/hr)	Approved Overhead Rate	Profit	Billing Rate (\$/hr)	Effective Date	Note
Prime Firm	Prime									
Prime Firm	Prime									
Prime Firm	Prime									
Subcontracting Firm Name 1	MBE/SBE/EBE									
Subcontracting Firm Name 2	WBE/SBE/EBE									
Subcontracting Firm Name 3	MBE/SBE									
Subcontracting Firm Name 4	WBE/SBE									
Subcontracting Firm Name 4	SBE/EBE/DVBE									
Subcontracting Firm Name 5	SBE/EBE									
Subcontracting Firm Name 6	OBE									

SUMMARY

Firm Name	Status	Fee	%Fee
Prime			
Subcontracting Firm Name 1	MBE/SBE/EBE		
Subcontracting Firm Name 2	WBE/SBE/EBE		
Subcontracting Firm Name 3	MBE/SBE		
Subcontracting Firm Name 4	WBE/SBE		
Subcontracting Firm Name 4	SBE/EBE/DVBE		
Subcontracting Firm Name 5	SBE/EBE		
Subcontracting Firm Name 6	OBE		
Total Direct Labor Cost of the Prime			
Total Subcontract Expenses			
5% Administrative Fee (markup)			
Other Direct Costs (with no markup)			
Total Task Order Amount			

Total Subconsultant Participation

Pledged	MBE	WBE	SBE	EBE	DVBE	OBE
% of Total Task Order	%	%	%	%	%	%
\$ Amount	\$	\$	\$	\$	\$	\$